# Baha'i Participation on the Internet

## Blogging

# What are blogs?

# Blogging is…

- #1 form of **unedited**, **authentic self-expression**
- #2 An **instant publishing tool**
- #3 An **online journal** with **freshly updated content**

# What is a blog?

- A **blog** (also known as **web log** or **weblog**) is…
- a **Web-based journal**
- **powered by a publishing tool**
- that **enables the author(s) to regularly and easily update the content**.

# What is a blog? (continued)

- The log **consists of commentary** along with…
- **links to other blogs or online resources**.
- Blog **posts are always presented in reverse chronological order**.
- Each entry is **time and date-stamped**.
- The type of information contained within a blog **varies greatly from individual to individual**.

# The Blog Content

- **Articles** (also sometimes called "**posts**" or "**entries**") that the author(s) writes.
- Some blogs have **multiple authors**, each writing his/her own articles.
- Typically, blog authors compose their articles in a **web-based interface**, built into the blogging system itself.

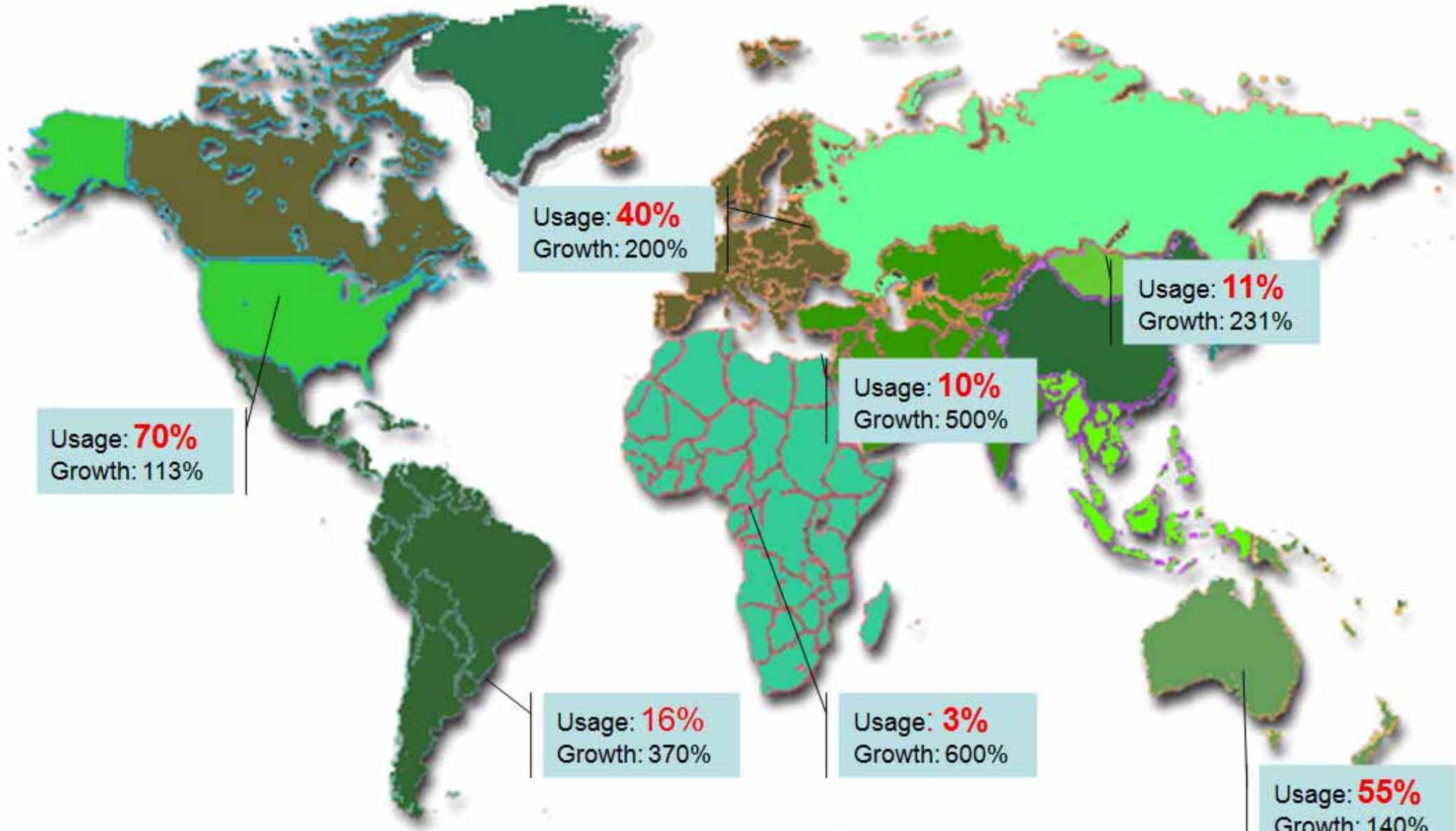
# Blogging and the Baha'i Faith

# On Communication…

- "A mechanism of world **inter-communication** will be devised, embracing the whole planet, freed from national hindrances and restrictions, and functioning with marvelous swiftness and perfect regularity."

[Baha'u'llah, The Proclamation of Baha'u'llah, p. x]

# **1 Billion** people are using the internet - 17% of population




2007: Usage & usage growth between 2000-2007

# On Teaching ...

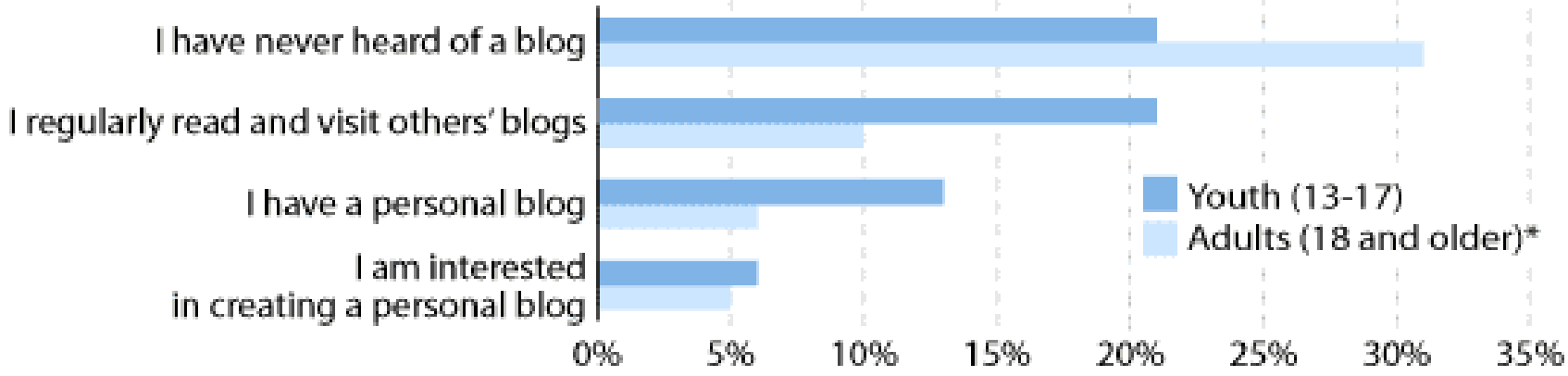
- " ... he would suggest that the main consideration is to bring to the attention of the public the fact that the Faith exists, and its teachings. Every kind of broadcast, whether of passages from the Writings, or on typical subjects, or lectures, should be used. **The people need to hear the word 'Bahá'í' so that they can, if receptive, respond and seek the Cause out.** The primary duty of the friends everywhere in the world is to let the people know such a Revelation is in existence; their next duty is to teach it. "

[Shoghi Effendi, from letter dated July 24, 1943, written on his behalf to an individual believer]

# Needs of the time

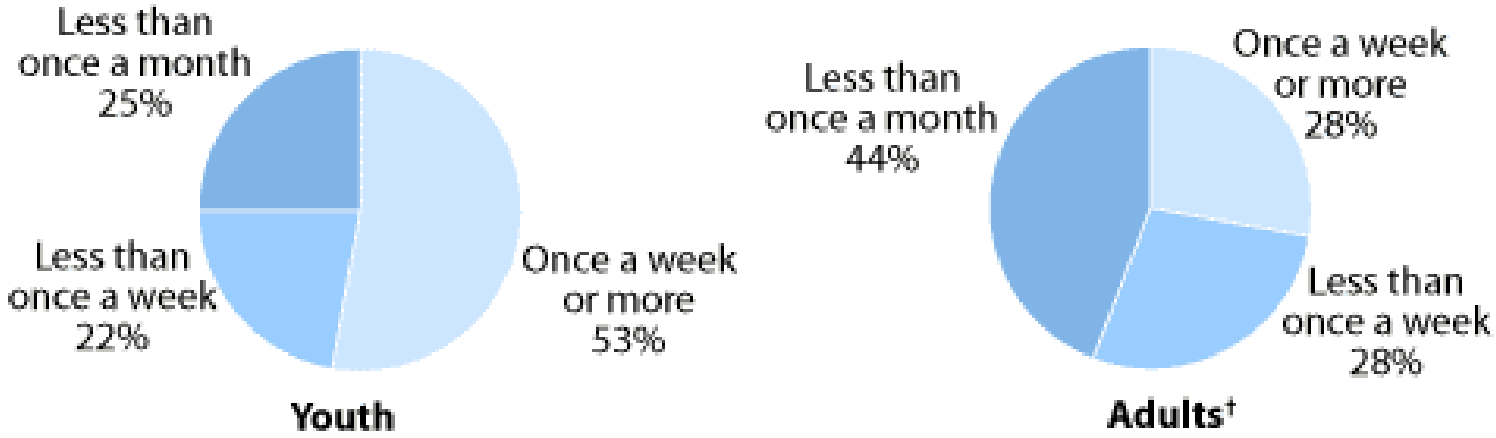
- "The powers released by Baha'u'llah match the needs of the times. We may therefore be utterly confident that the new throb of energy now vibrating throughout the Cause will empower it to meet the oncoming challenges of assisting, as maturity and resources allow, the development of the social and economic life of peoples, of collaborating with the forces leading towards the establishment of order in the world, of **influencing the exploitation and constructive uses of modern technology, and in all these ways enhancing the prestige and progress of the Faith and uplifting the conditions of the generality of mankind.**"

## 1-1 "Which of the following statements about blogs apply to you?"




Base: North American online youth (13-17)
*Base: North American online adults (18 and older)
(multiple responses accepted)

## 1-2 "How often do you read blogs?"


Less than once a month 25%
Less than once a week 22%
Once a week or more 53%
Youth
Less than once a month 44%
Once a week or more 28%
Less than once a week 28%
Adults†

Base: North American online youth (13-17) who read blogs
†Base: North American online adults (18 and older) who read blogs

Source: Forrester's Consumer Technographics® Q4 2005 North American Youth Media & Marketing And Retail Online Survey
*Source: Forrester's Consumer Technographics Q2 2005 North American Devices & Access Online Survey
†Source: Forrester's Consumer Technographics Q3 2005 North American Media & Marketing Online Survey

Source: Forrester Research, Inc.

# Bahá'í Faith is a religion that belongs to the Youth

- "**If ever it could be said that a religion belonged to the youth, then surely the Bahá'í Faith today is that religion.** The whole world is suffering, it is sunk in misery, crushed beneath its heavy problems. ... they will not be able to upbuild the future except by the laws and principles laid down by Bahá'u'lláh. So their task is very great and their responsibility very grave."

[Compilations, Lights of Guidance, p. 638]

# What are youth blogging about?

- Baha'is on their **year of service** are actively blogging
  - Form small clusters with **geographical focus**
- **Experiences** in their **service projects**, at Feast, with Ruhi & Children classes, music, culture and family
- **Talk about the Faith**
  - Questions and Answers
- **Ask questions** and comment on their friends and community blogs

# On individual blogging...

- In some respects, **individual blogging mirrors in the Internet space the "friends, family, neighbors and co-workers" approach of the core activities now at the heart of Bahá'í community expansion and development.** It is a grassroots participatory undertaking. Even if only a handful of friends and acquaintances read one's blog, that blog can serve as an instrument to draw that particular "community of interest" to the Revelation and to Bahá'í community activity.

[Bahá'í Internet Agency]

# What should I blog about? – Some Examples…

- Sharing **stories** and **experiences** that have spiritual significance
- Correlation of the Bahá'í teachings with contemporary social challenges
- Presentation and exploration of the Creative Word
- **Basic beliefs of the Faith**
- Community and family life
- Artistic expression and Bahá'í identity
- The pursuit of moral excellence

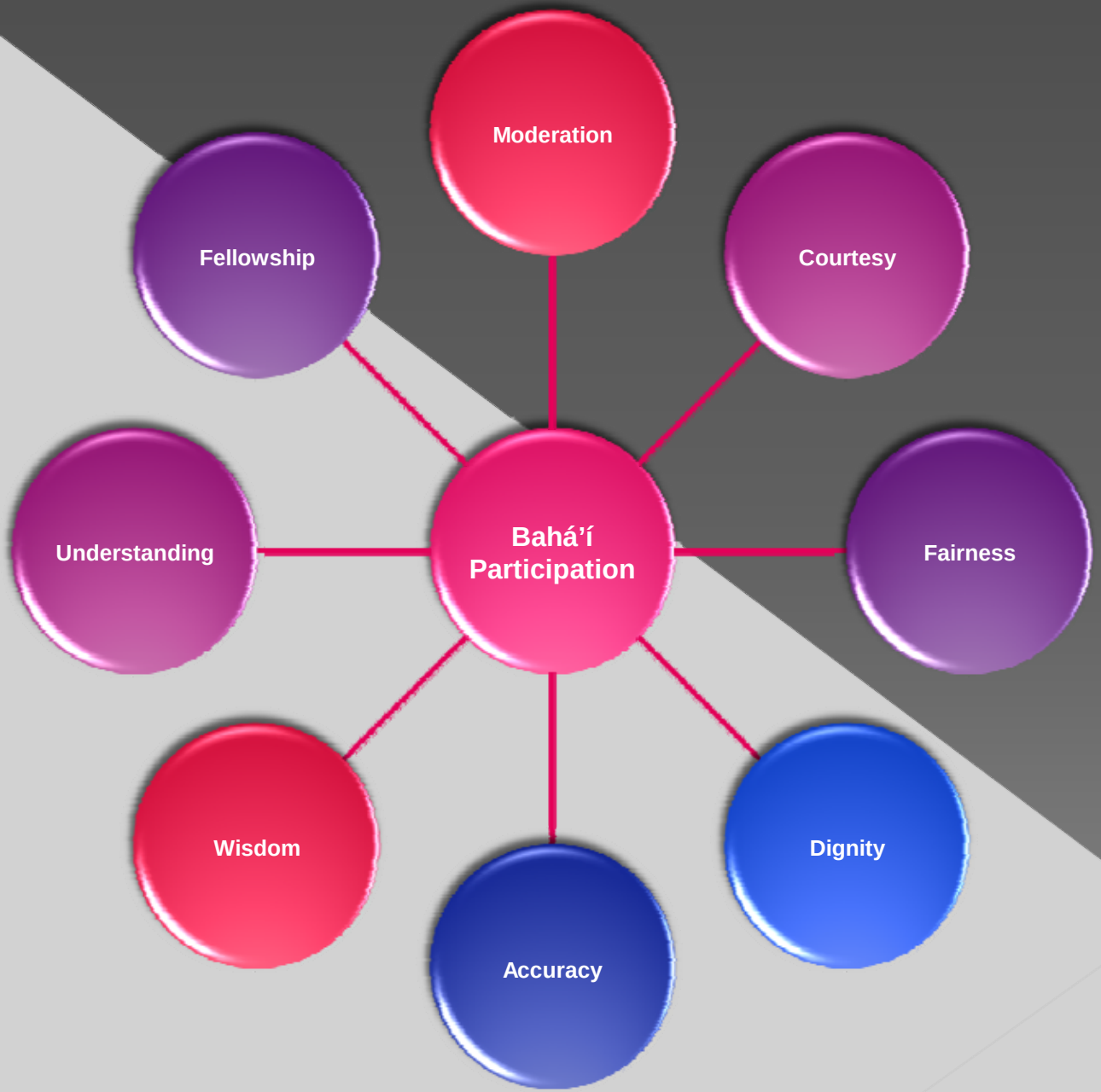
# What should my main aim be as a Baha'i blogger?

- Have lots of **quality Bahá'í related content** in your blog
- Make your blog extremely popular
  - **Spread the word** about your blog to your "friends, family, neighbors and co-workers".
  - Make sure your blog **tops the results of major search engines** like Google and Yahoo.
    - Monitor the statistics of the visitors to your blog regularly and use effective search engine optimization techniques

# Bahá'í youth bloggers

- Identify themselves as Bahá'ís
  - “My religion is one of the most important parts of my life. I am a Baha'i. I would be happy to explain what that is or answer any questions.”
- Express their Faith and teach the masses
  - Personal experiences, links to information, podcasts, photos

# Principles to be Observed in the participation on the Internet



# Also…

- Publish photos
  - On Flickr – call for tagging photos ‘Baha’i’ and joining Flickr Baha’i group

- In this day, however, means of communication have multiplied, and the five continents of the earth have virtually merged into one… **Verily this is none other but one of the wonders of this wondrous age, this glorious century.**

  [Abdu'l-Baha, Selections from the Writings of Abdu'l-Baha, p. 31]

- "…**You will see in the future that the power of communication will be greatly strengthened in this age**, so that in time, all mankind will unceasingly consider the comfort, right guidance and well-being of the others."

  [Compilations, Baha'i Prayers 9, p. 42]

# Setting up your own Blog

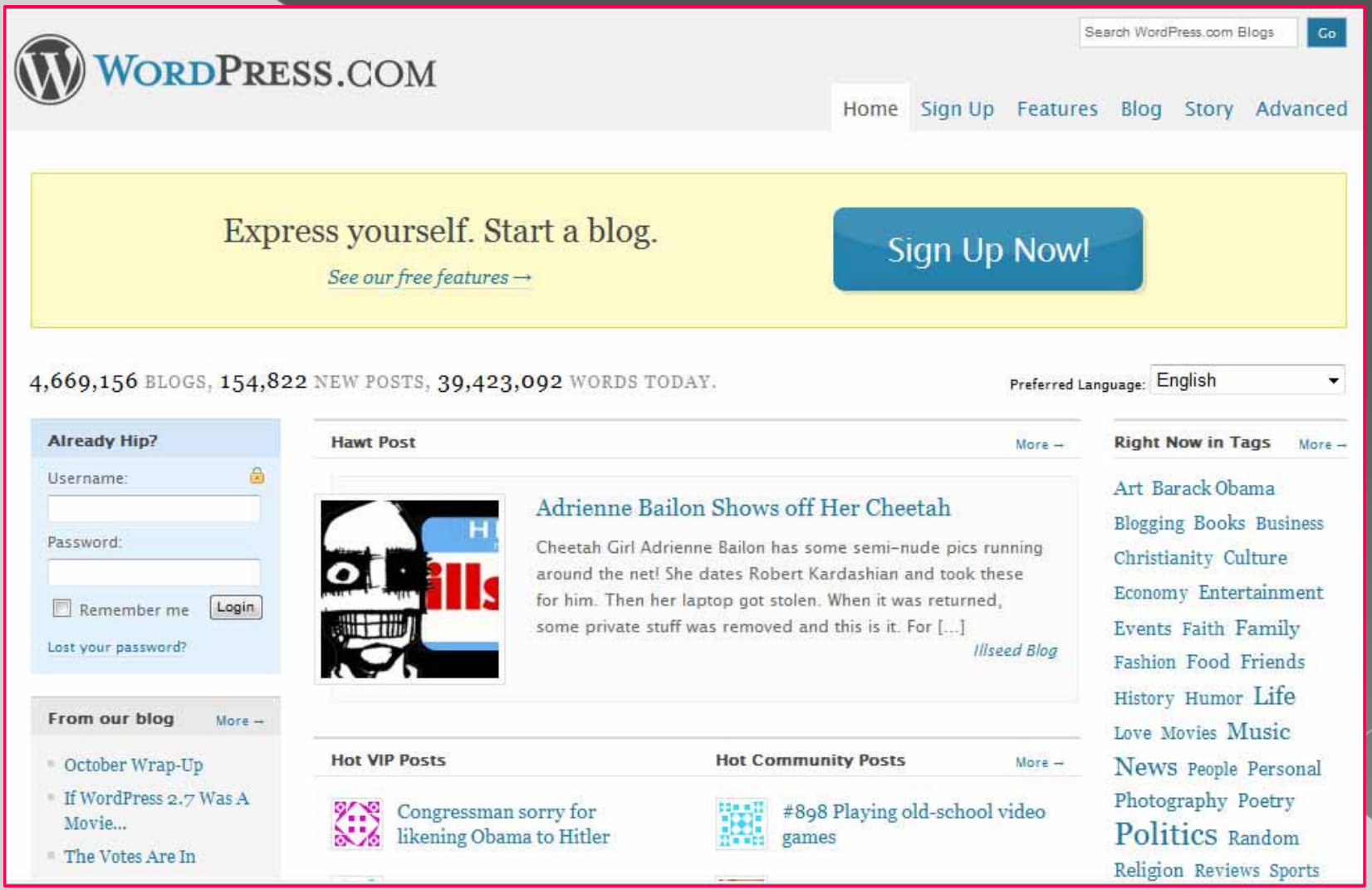
# Wordpress

- Wordpress has grown to be the largest self-hosted blogging tool in the world, used on hundreds of thousands of sites and seen by tens of millions of people every day.

# Why Wordpress?

- WordPress is a **state-of-the-art**, **semantic**, personal publishing platform with a focus on **aesthetics**, **web standards**, and **usability**.
- It produces web pages that work without any style applied, work correctly with screen readers used by blind people, and validate by conforming to published web standards.
- This makes for lightweight pages that download faster onto a user's browser and that often appear on the screen quickly.

# WordPress.com


WordPress.com
Search WordPress.com Blogs
Go
Home
Sign Up
Features
Blog
Story
Advanced
Express yourself. Start a blog.
See our free features →
Sign Up Now!
4,669,156 BLOGS, 154,822 NEW POSTS, 39,423,092 WORDS TODAY.
Preferred Language: English
Already Hip?
Username:
Password:
Remember me
Login
Lost your password?
From our blog
More →
October Wrap-Up
If WordPress 2.7 Was A Movie...
The Votes Are In
Hawt Post
More →
Adrienne Bailon Shows off Her Cheetah
Cheetah Girl Adrienne Bailon has some semi-nude pics running around the net! She dates Robert Kardashian and took these for him. Then her laptop got stolen. When it was returned, some private stuff was removed and this is it. For [...]
Illseed Blog
Hot VIP Posts
Congressman sorry for likening Obama to Hitler
Hot Community Posts
More →
#898 Playing old-school video games
Right Now in Tags
More →
Art Barack Obama Blogging Books Business Christianity Culture Economy Entertainment Events Faith Family Fashion Food Friends History Humor Life Love Movies Music News People Personal Photography Poetry Politics Random Religion Reviews Sports

# Get your own WordPress.com account

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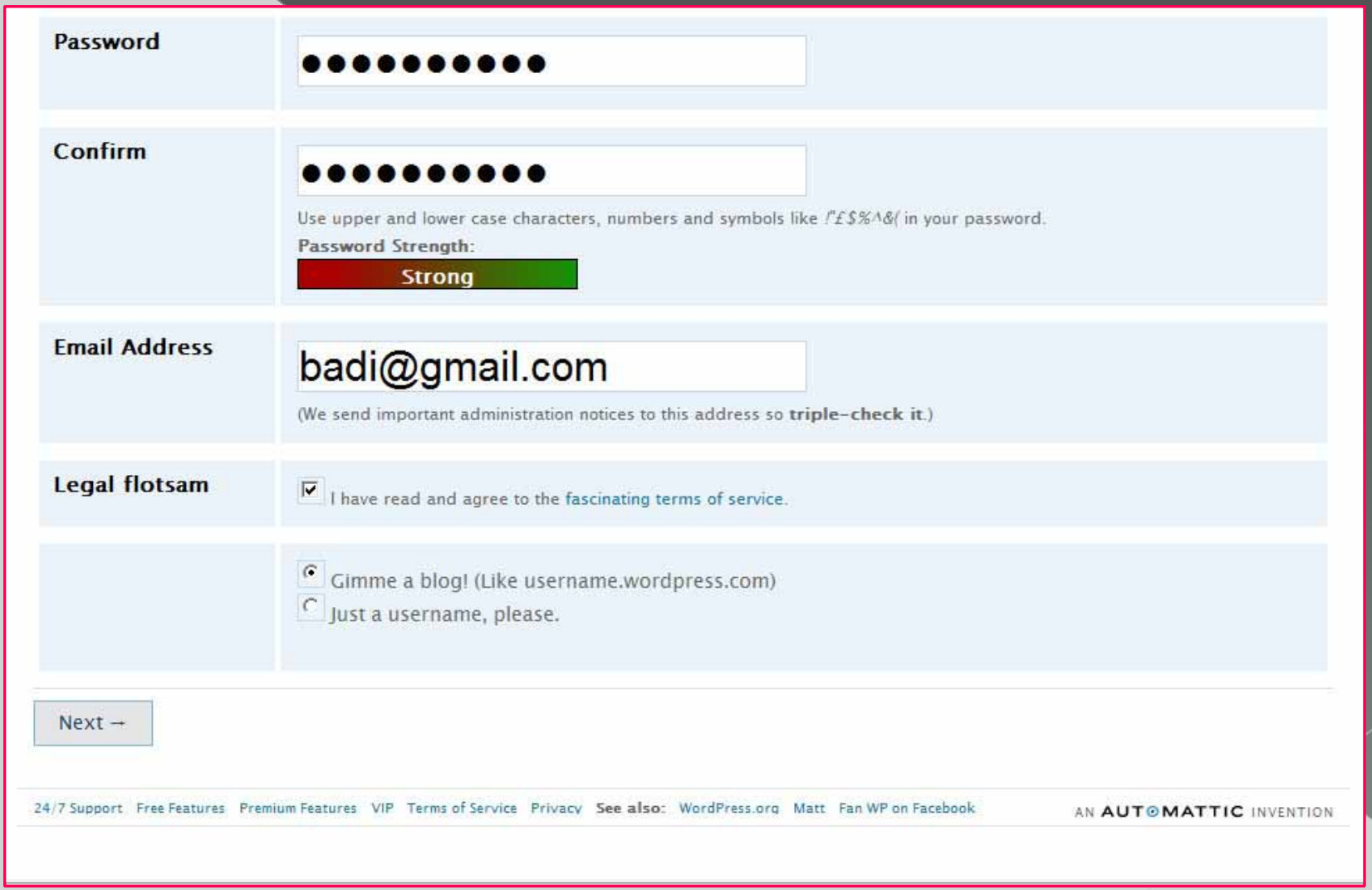
Password
Confirm
Use upper and lower case characters, numbers and symbols like !"£$%^&( in your password.
Password Strength:
Strong
Email Address
badi@gmail.com
(We send important administration notices to this address so triple-check it.)
Legal flotsam
I have read and agree to the fascinating terms of service.
Gimme a blog! (Like username.wordpress.com)
Just a username, please.
Next →
24/7 Support Free Features Premium Features VIP Terms of Service Privacy See also: WordPress.org Matt Fan WP on Facebook
AN AUTOMATTIC INVENTION

# Get your own WordPress.com account

# Get your own WordPress.com account

WordPress.com
Search WordPress.com Blogs
Go
Home
Sign Up
Features
Blog
Story
Advanced
Activation email sent. Please check your inbox for a new activation code.
Check Your Email to Complete Registration
An email has been sent to badi@gmail.com to activate your account. Check your inbox and click the link in the message. It should arrive within 30 minutes. If you do not activate your account within two days, you will have to sign up again.
Update Your Profile!
If you haven't got your activation email why not update your profile while you wait?
First Name:
Badi
Last Name:
Gupta
About Yourself:
I am Badi Gupta, a Baha'i from India. My blog is aboouut popular questions regarding the Baha'i Faith.

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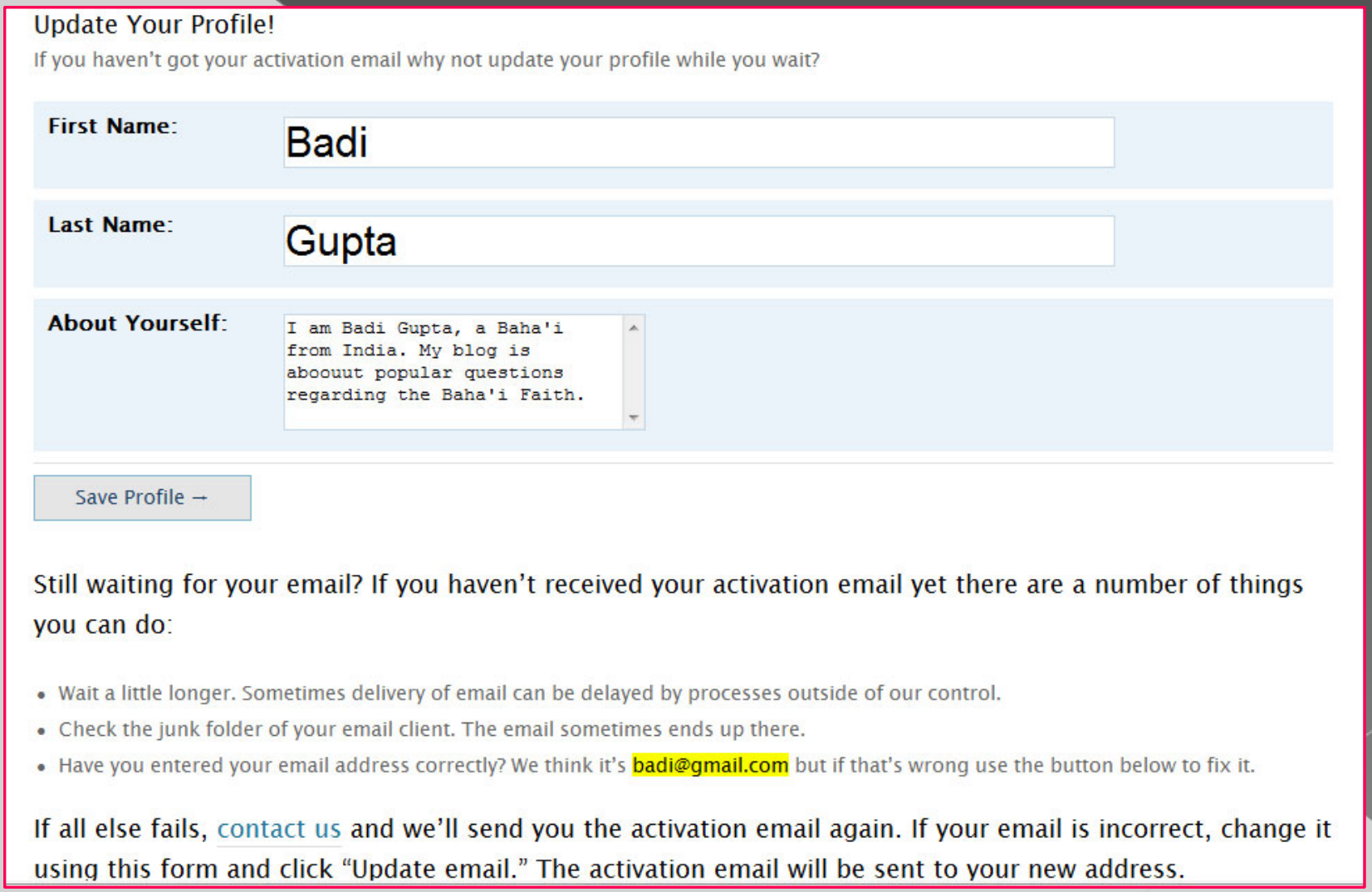
Update Your Profile!
If you haven't got your activation email why not update your profile while you wait?
First Name:
Badi
Last Name:
Gupta
About Yourself:
I am Badi Gupta, a Baha'i from India. My blog is aboouut popular questions regarding the Baha'i Faith.
Save Profile →
Still waiting for your email? If you haven't received your activation email yet there are a number of things you can do:
Wait a little longer. Sometimes delivery of email can be delayed by processes outside of our control.
Check the junk folder of your email client. The email sometimes ends up there.
Have you entered your email address correctly? We think it's badi@gmail.com but if that's wrong use the button below to fix it.
If all else fails, contact us and we'll send you the activation email again. If your email is incorrect, change it using this form and click "Update email." The activation email will be sent to your new address.

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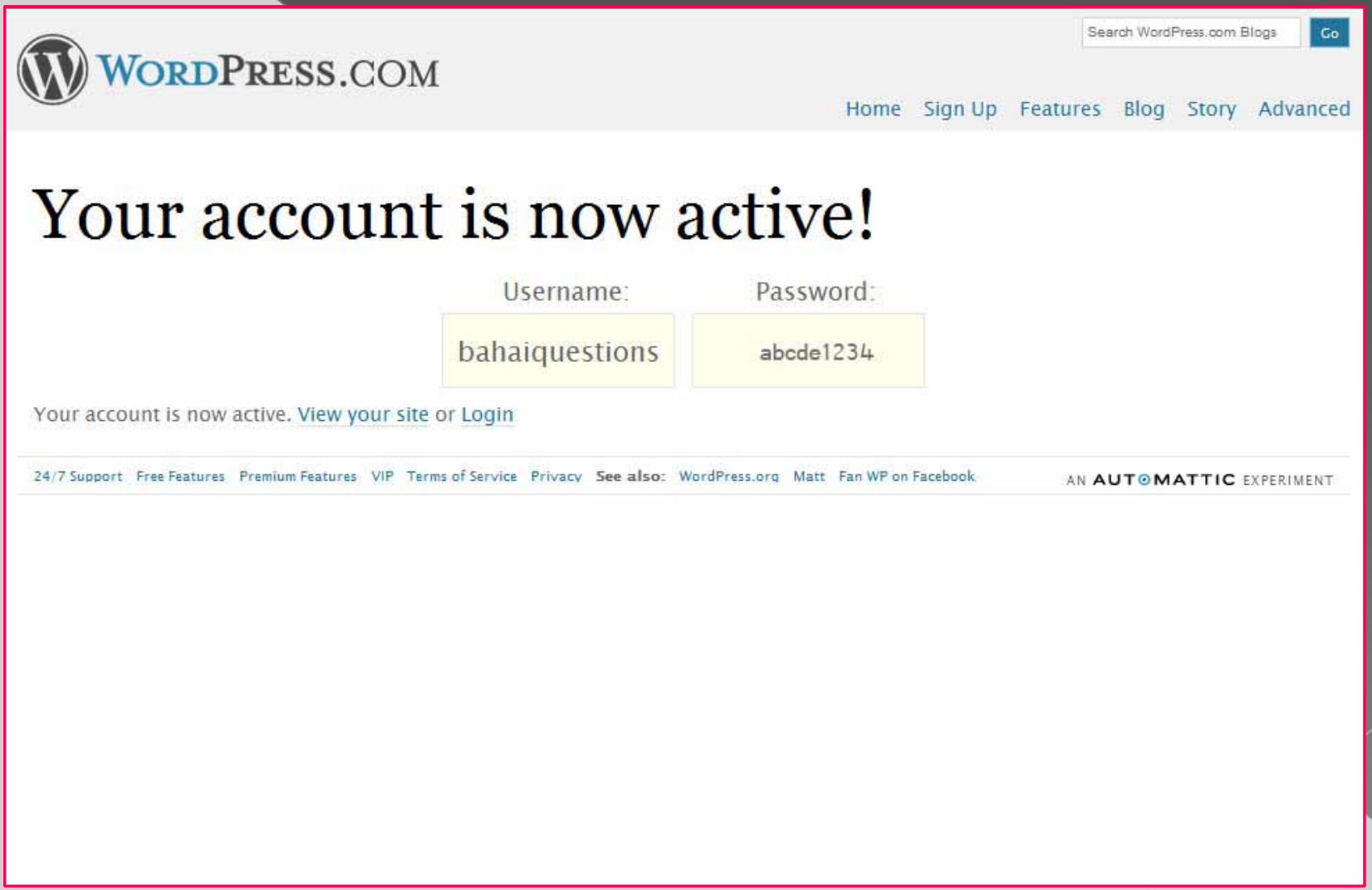

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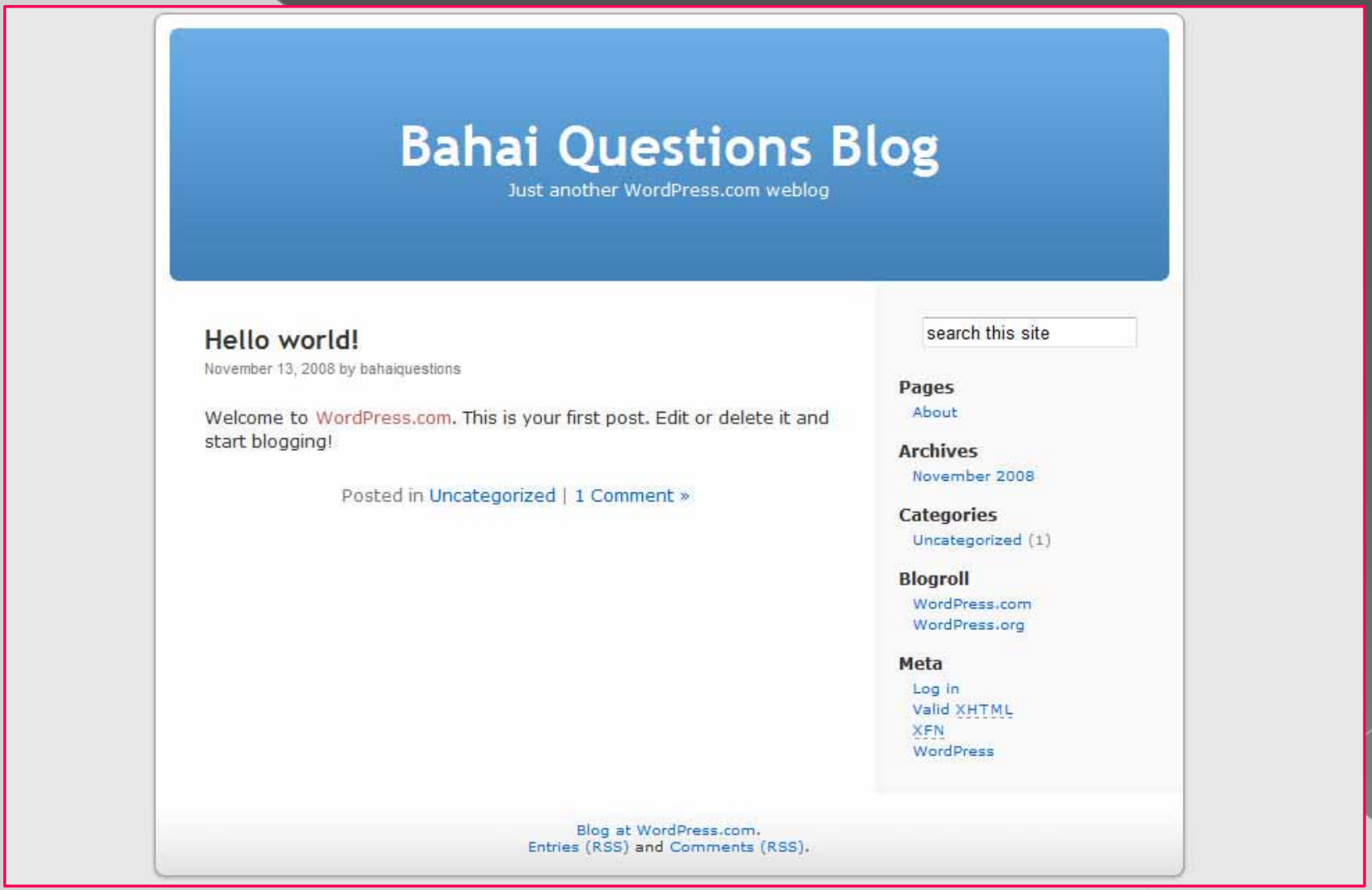


# Bahai Questions Blog

Just another WordPress.com weblog

## Hello world!

Welcome to WordPress.com. This is your first post. Edit or delete it and start blogging!

This entry was posted on November 13, 2008 at 6:02 pm and is filed under Uncategorized. You can follow any responses to this entry through the RSS 2.0 feed. You can leave a response, or trackback from your own site.

### One Response to "Hello world!"

**Mr WordPress Says:**
November 13, 2008 at 6:02 pm

Hi, this is a comment.
To delete a comment, just log in, and view the posts' comments, there you will have the option to edit or delete them.

### Leave a Reply

Name (required)

Mail (will not be published) (required)

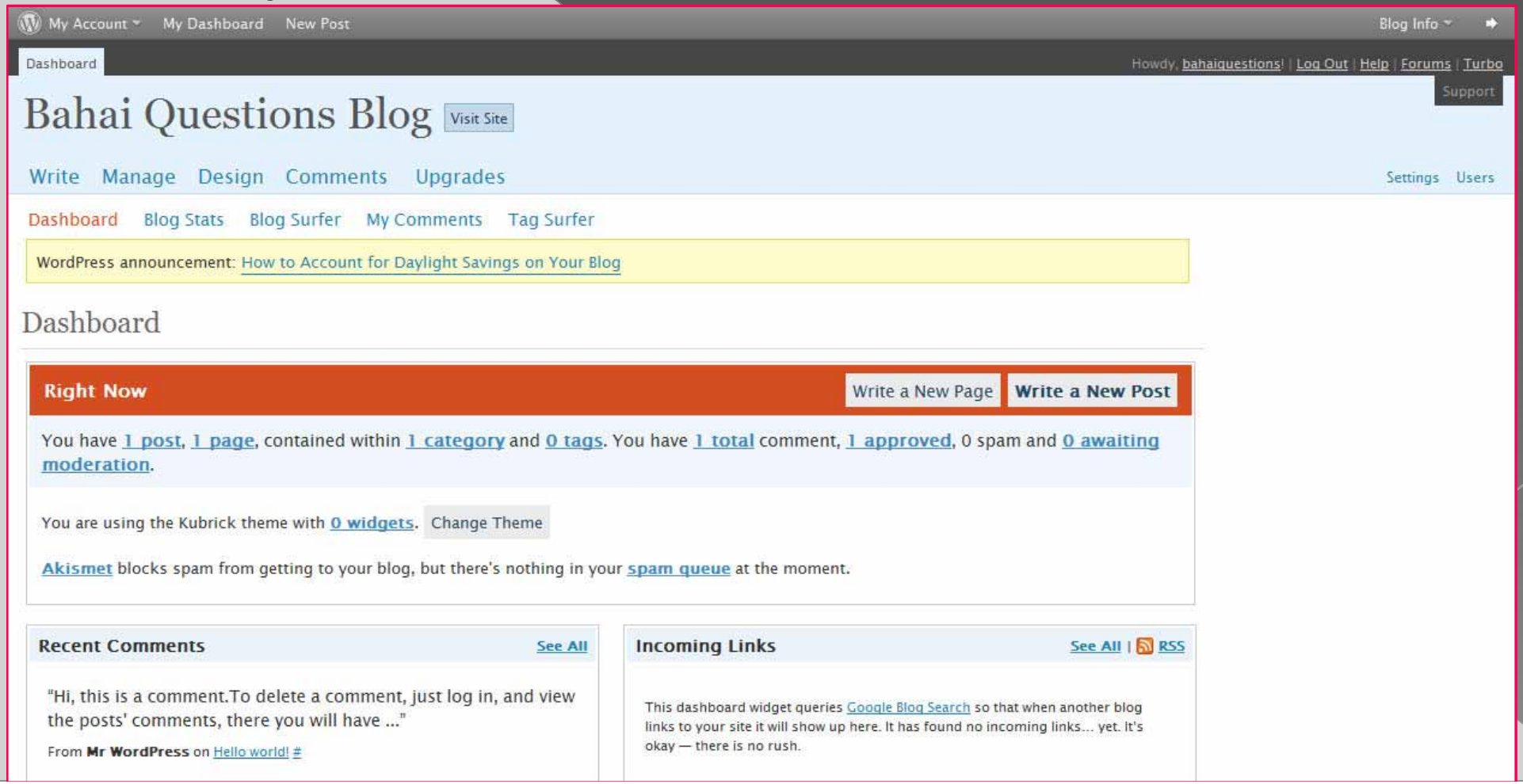
Website

Submit Comment

Blog at WordPress.com.
Entries (RSS) and Comments (RSS).

# WordPress menu options

- **Manage**: The Manage menu item takes you to an overview of all the posts, pages, comments, and categories that have been created on your blog. It also allows you to delete and edit them.


My Account
My Dashboard
New Post
Blog Info
Dashboard
Howdy, bahaiquestions! | Log Out | Help | Forums | Turbo
Support
Bahai Questions Blog
Visit Site
Write
Manage
Design
Comments
Upgrades
Settings
Users
Dashboard
Blog Stats
Blog Surfer
My Comments
Tag Surfer
WordPress announcement: How to Account for Daylight Savings on Your Blog
Dashboard
Right Now
Write a New Page
Write a New Post
You have 1 post, 1 page, contained within 1 category and 0 tags. You have 1 total comment, 1 approved, 0 spam and 0 awaiting moderation.
You are using the Kubrick theme with 0 widgets.
Change Theme
Akismet blocks spam from getting to your blog, but there's nothing in your spam queue at the moment.
Recent Comments
See All
"Hi, this is a comment.To delete a comment, just log in, and view the posts' comments, there you will have ..."
From Mr WordPress on Hello world! #
Incoming Links
See All | RSS
This dashboard widget queries Google Blog Search so that when another blog links to your site it will show up here. It has found no incoming links... yet. It's okay — there is no rush.

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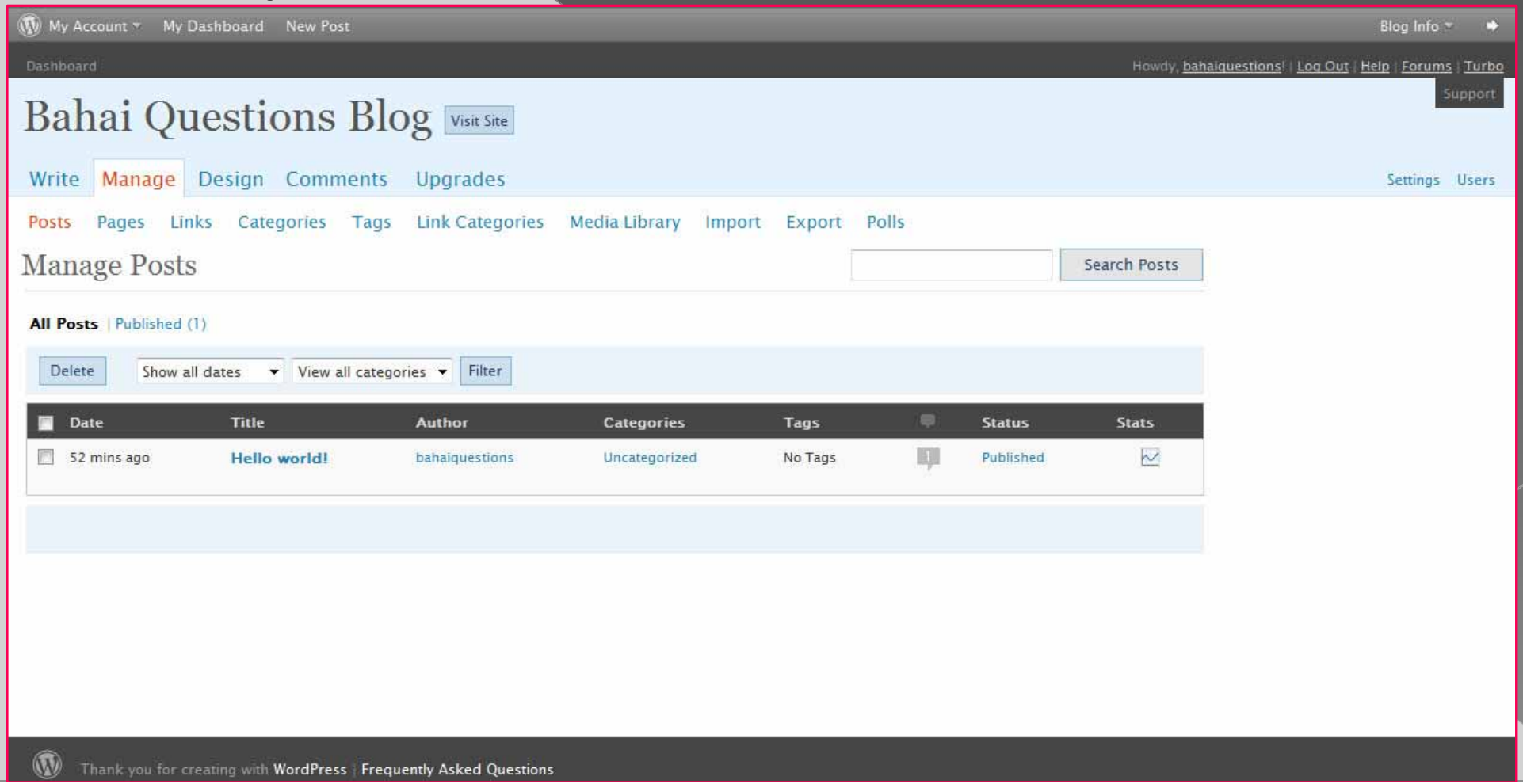

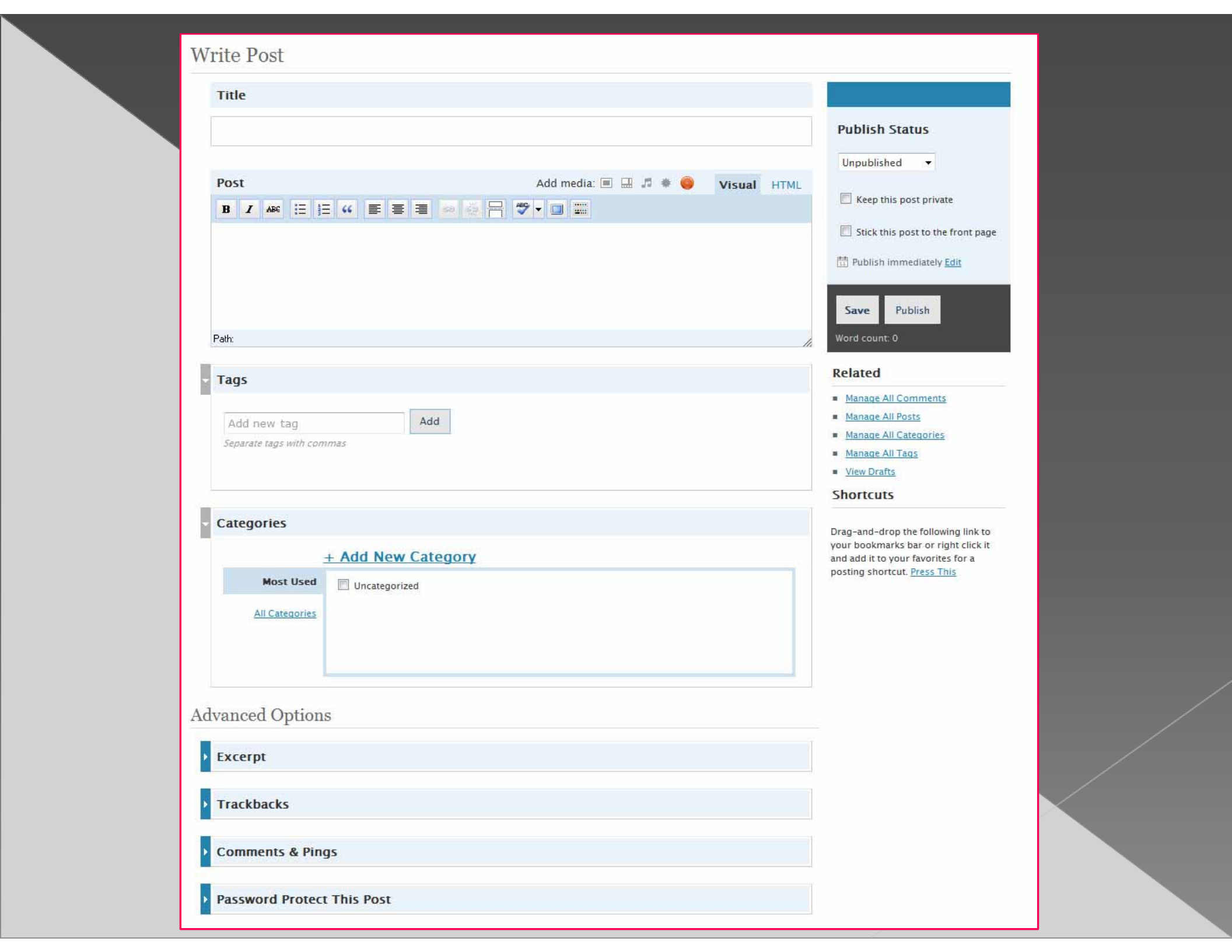
Write Post
Title
Post
Add media:
Visual
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Path:
Tags
Add new tag
Add
Separate tags with commas
Categories
+ Add New Category
Most Used
Uncategorized
All Categories
Advanced Options
Excerpt
Trackbacks
Comments & Pings
Password Protect This Post
Publish Status
Unpublished
Keep this post private
Stick this post to the front page
Publish immediately Edit
Save
Publish
Word count: 0
Related
Manage All Comments
Manage All Posts
Manage All Categories
Manage All Tags
View Drafts
Shortcuts
Drag-and-drop the following link to your bookmarks bar or right click it and add it to your favorites for a posting shortcut. Press This

# Posting a new blog in WordPress

- Video

# Excerpt

- An excerpt is a **condensed description** of your blog post and refers to the **summary** entered in the Excerpt field.
- The excerpt is used to describe your post in **RSS feeds** and is typically used in **displaying search results**.
- An excerpt should not be confused with the **teaser** which refers to the first 55 words of the post's content. When typing a long post you can insert the <!--more--> Quicktag after a few sentences to act as a cut-off point. When the post is displayed, the teaser, followed by a hyperlink (such as **Read the rest of this entry**...), are displayed. Your visitor can then click on that link to see the full version of your post.
- **Video**

# Trackbacks

- Person A writes something on their blog.
- Person B wants to comment on Person A's blog, but wants her own readers to see what she had to say, and be able to comment on her own blog
- Person B posts on her own blog and sends a trackback to Person A's blog
- Person A's blog receives the trackback, and displays it as a comment to the original post. This comment contains a link to Person B's post

# Pingbacks

- For example, Yvonne writes an interesting article on her Web log. Kathleen reads Yvonne's article and comments about it, linking back to Yvonne's original post. Using pingback, Kathleen's software can automatically notify Yvonne that her post has been linked to, and Yvonne's software can then include this information on her site.

# Differences between pingbacks and trackbacks

- Pingbacks and trackbacks use drastically different communication technologies (XML-RPC and HTTP POST, respectively).
- Pingbacks support auto-discovery where the software automatically finds out the links in a post, and automatically tries to pingback those URLs, while trackbacks must be done manually by entering the trackback URL that the trackback should be sent to.
- Pingbacks do not send any content.

# Comments

- Comments are a feature of blogs which allow readers to **respond to posts**. Typically readers simply provide **their own thoughts** regarding the content of the post, but users may also provide **links to other resources**, **generate discussion**, or **simply compliment the author** for a well-written post.

- Comments can be **controlled and regulated** through the use of **filters for language and content**, and often times can be queued for approval before they are visible on the web site. This is useful in dealing with comment spam.

# Some Other Things Bloggers Need to Know

- **Archives**
- **Feeds & Syndication**
- **Blogrolls**
- **Pretty Permalinks**
- **Blog by email**
- **Post Slugs**
- **Plugins**

# Archives

- A lot of blogs feature an **archive based on dates** (like a **monthly** or **yearly** archive).
- The front page of a blog may feature a **calendar of dates** linked to **daily archives**.
- Archives can also be **based on categories** featuring all the articles related to a specific category.

# Feeds & Syndication

- A Feed is a function of special software that allows "**Feedreaders**" to access a site automatically looking for new content and then post updates about that new content to another site.
- This provides a way for users to **keep up with the latest and hottest information** posted on different blogging sites.
- Some Feeds include **RSS** (alternately defined as "Rich Site Summary" or "Really Simple Syndication"), Atom or RDF files.

# Blogrolls

- A blogroll is a list, sometimes categorized, of **links to webpages** the author of a blog finds worthwhile or interesting.
- The links in a blogroll are usually to other blogs with similar interests.
- WordPress has a **built-in Link Manager** so users do not have to depend on a third party for creating and managing their blogroll.

# Pretty Permalinks

- Permalinks are the permanent URLs to your individual weblog posts, as well as categories and other lists of weblog postings.
- A permalink is what another weblogger will use to refer to your article (or section), or how you might send a link to your story in an e-mail message.
- Because others may link to your individual postings, the URL to that article shouldn't change. Permalinks are intended to be permanent (valid for a long time).

# Blog by email

- Some blogging tools offer the ability to email your posts directly to your blog, all without direct interaction through the blogging tool interface.
- WordPress offers this cool feature. Using email, you can send in your post content to a pre-determined email address & your post is published!

# Post Slugs

- If you're using Pretty Permalinks, the Post Slug is the title of your article post within the link. The blogging tool software may simplify or truncate your title into a more appropriate form for using as a link. A title such as "I'll Make A Wish" might be truncated to "ill-make-a-wish". In WordPress, you can change the Post Slug to something else, like "make-a-wish", which sounds better than a wish made when sick.

# Plugins

- Plugins are cool bits of programming scripts that add additional functionality to your blog. These are often features which either enhance already available features or add them to your site.

- WordPress offers simple and easy ways of adding Plugins to your blog. From the Administraton Panel, there is a Plugin Page. Once you have uploaded a Plugin to your WordPress plugin directory, you can activate it from the Plugins Management SubPanel, and sit back and watch your Plugin work.

# A Few Blogging Tips

- Starting a new blog is difficult and this can put many people off, there are then other people who have blogs with no comments or visits. You want to stand out from this crowd of millions of bloggers, you want to be one of the few hundred thousand blogs that are actually visited. So here are some simple tips to help you on your way to blogging mastery:

  - Post regularly, but don't post if you have nothing worth posting about.
  - Stick with only a few specific genres to talk about.
  - Don't put 'subscribe' and 'vote me' links all over the front page until you have people that like your blog enough to ignore them (they're usually just in the way).
  - Use a clean and simple theme if at all possible.
  - Enjoy, blog for fun, comment on other peoples' blogs (as they normally visit back).

Write Manage Design Comments Upgrades

Themes Widgets Extras Custom Image Header Color Header Edit CSS

# Current Theme

## Kubrick by Michael Heilemann

The default WordPress theme complete with customizable header and widgets.

OPTIONS: Widgets | Extras | Custom Image Header | Color Header | Edit CSS

Tags: two columns, fixed width, custom header, blue

**Available Themes**

Show all themes Filter

1 2 3 4 5 Next »

### Albeo

A light and colorful two-column theme.

Tags: pink, blue, yellow, two columns, fixed width

### Almost Spring

A light and simple two-column theme graced with greens and oranges.

Tags: green, two columns, fixed width

### Ambiru

A calm, relaxing theme one-column theme with a customizable header.

Tags: one column, custom header, green, custom colors, bottom widgets, fixed width

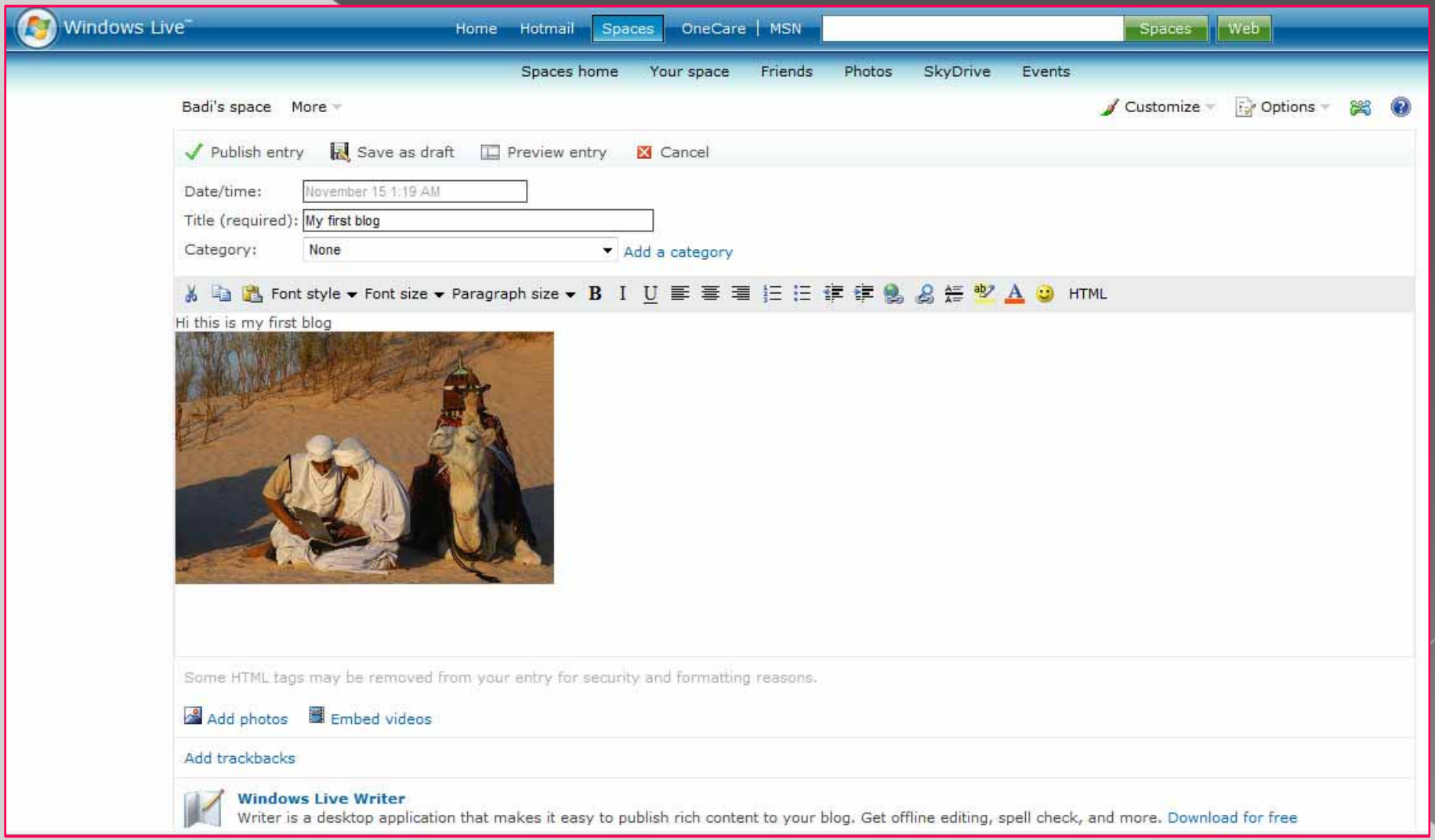
# MSN Spaces

- **MSN Spaces** is Microsoft's contribution to social networking and blogging.
- **MSN** (which stands for Microsoft Network) contains the company's extensive suite of interactive Web sites and its dial-up home Internet service. The home page of MSN Spaces is located here:
- http://home.services.spaces.live.com

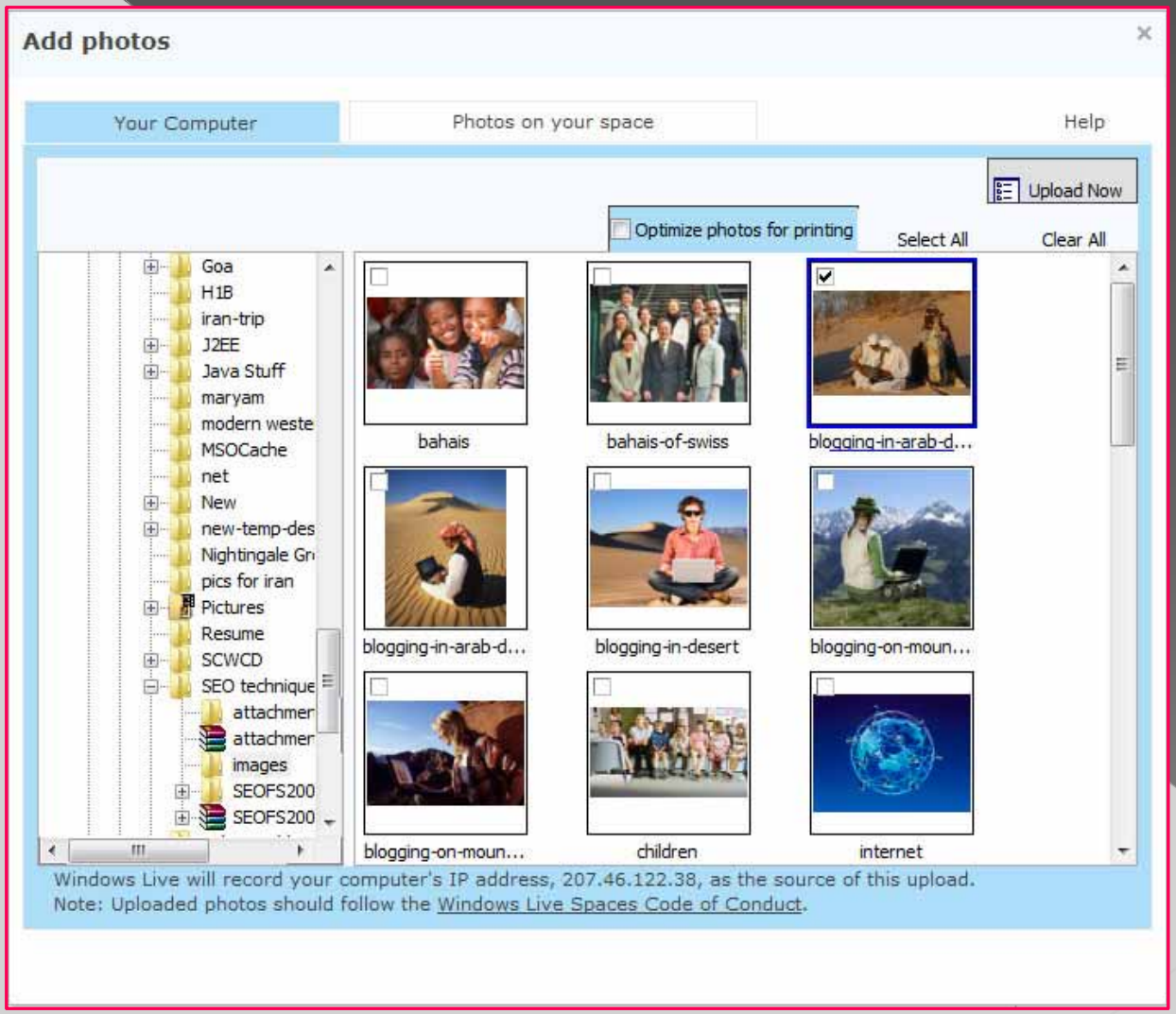
# Why MSN Spaces?

- MSN Spaces has an **international flavor** thanks to Microsoft's global marketing.
- There's lots of **youth** in Spaces.
- MSN Spaces is also a colorful service, thanks to the many **bold themes** available. (An MSN Spaces theme is a color design.)
- Some aspects of the service — especially **uploading** and **displaying pictures** — are impressively well designed and blessedly easy to use.

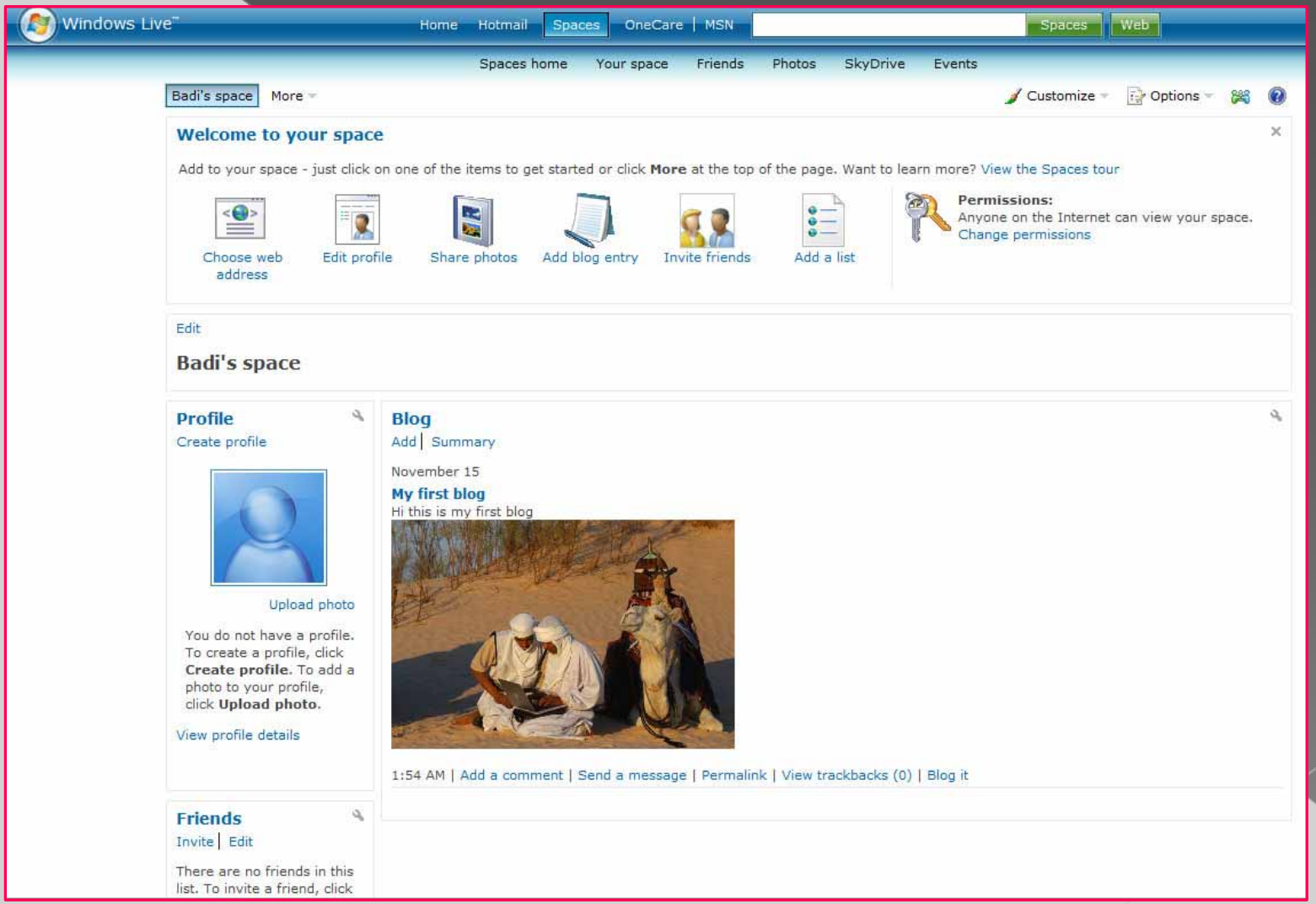
# Posting a blog in MSN Spaces



# Adding pictures in MSN Spaces



# MSN Spaces Blog



# Search Engine Optimization for your blog

# Search Engine Optimizing your blog

- Optimizing a blog is more about **“capturing attention”** and…
- **“getting credit for spreading ideas”…**
- than it is about **optimizing page copy** to match **search relevancy algorithms**.

# Effective headlines for your blog posts

- Write headlines of your blog posts in such a way that they include…
  - **Keyword(s)** related to a **“popular idea that is spreading today”**
  - **+**
  - **Keyword(s)** related to the **“content of your post”**
- Use popular **headline templates** to make your headlines attractive

# What ideas are spreading today?

- Who is at the center of the conversation in the blogging world?
  - **TechMeme** http://www.techmeme.com and **TailRank** http://tailrank.com highlight recent popular blog posts.
- **YouTube** lists
  - **today's most popular** http://www.youtube.com/browse?s=mp,
  - **today's most discussed** http://www.youtube.com/browse?s=md, and
  - **today's favorite videos** http://www.youtube.com/browse?s=mf.
- The **Digg** homepage http://www.digg.com, **Del.icio.us Popular list** http://del.icio.us/popular, and **StumbleUpon Buzz** http://buzz.stumbleupon.com show ideas that were recently popular amongst social bookmarkers.
- Many of these are irrelevant to your site, but any of these could help you find ideas that have already displayed some level of social proof.

# Keyword Research

- **Wordtracker** – http://freekeywords.wordtracker.com
- You can gain insights into what is going on right now by performing searches on:
  - **Technorati** – http://www.technorati.com
  - **Google Blog Search** – http://blogsearch.google.com
  - **Google News** – http://news.google.com
- Services like **Google Trends** http://www.google.com/trends/hottrends and **Yahoo! Buzz Index** http://buzz.yahoo.com/overall show you what searches were popular in the last day.

# Writing Clear & Compelling Headlines

- **Descriptive headlines** help put your story in context, and make people more likely to click on your site when it appears in search results.
- "**How to**" headlines –It's due to the busy lives we lead that prompts us to seek out tips, tricks, and methods to make things better, easier, and ultimately happier for ourselves. Focusing on the "better, easier, and happier" is the key to great "how to" headlines and content.
  - Example: How to Save Money and Retire Rich
- "**List headlines**" – Any headline that lists a number of reasons, secrets, types, or ways will work because it makes a very specific promise of what's in store for the reader.
  - Example: 10 Ways to Beat the High Cost of Living

# Magnetic headline templates

- **Who Else Wants [blank]?**
  - Example: Who Else Wants More Fun and Less Stress When on Vacation?
- **The Secret of [blank]**
  - Example: The Secret of Getting Your Home Loan Approved
- **Here is a Method That is Helping [blank] to [blank]**
  - Example: Here is a Method That is Helping Children Learn to Read Sooner
- **Little Known Ways to [blank]**
  - Example: Little Known Ways to Lose Weight Quickly and Safely
- **Get Rid of [problem] Once and For All**
  - Example: Get Rid of That Carpet Stain Once and For All
- **Here's a Quick Way to [solve a problem]**
  - Example: Here's a Quick Way to Get Over a Cold
- **Now You Can Have [something desirable] [great circumstance]**
  - Example: Now You Can Quit Your Job and Make Even More Money

# Magnetic headline templates

- **[Do something] like [world-class example]**
  - Example: Speak Spanish Like a Diplomat
- **Have a [or] Build a [blank] You Can Be Proud Of**
  - Example: Have a Smile You Can Be Proud Of
- **What Everybody Ought to Know About [blank]**
  - Example: What Everybody Ought to Know About Writing Great Headlines
- **Give Me [short time period] and I'll Give You [blank]**
  - Example: Give Me Five Days – And I'll Give You the Secret of Learning any Subject!
- **See How Easily You Can [desirable result]**
  - Example: See How Easily You Can Own a House in New York.

# Where to Use Keywords in Your Page Content

- It is crucial to use your keywords in your **article title**, preferably near the start of your article title.
- You may want to use your keywords, related phrases, and popular keyword modifiers in your article content a couple times, but with an emphasis on writing natural.

# Other Steps

- **Highlight Your Best Content**
  - If you create a popular blog, make sure that your homepage is appealing to people new to your field. Guide them through the learning process, show them where to start, and highlight your best content.
- **Block Duplicate Content**
  - Place any piece of content in only one category.
- **Categories & Tag Pages**
  - Create categories that are well aligned with industry related keywords. Doing this will create a site structure that helps those category pages rank well for the keywords in them.
- **Neighboring & Related Posts**
  - Many blogs link to the previous and next posts on each page. These links are convenient from a usability standpoint, and they help search engines crawl deeply through your website. Some Wordpress plugins list related posts under the current post, which helps readers find related material in case they land on the wrong page.

# Use a Web Analytics program

- A web analytics program can show you:
  - who links at your site
  - what posts they are linking at
  - what people searched for to find your site
- If you know the **types of people who reference you** AND **why they are referencing your site**, it is easy to create additional **"linkworthy content"** they will like.
- **Google Analytics** is free. http://www.google.com/analytics

# Sharing Social Proof

- **Comments**
  - If your site gets many comments people will be more likely to participate in the discussion. You can bold your **"leave a comment"** line or feature recent comments in your sidebar to encourage more comments. Replying to comments makes people more likely to leave additional comments. Some bloggers partner up, commenting on each other's stories to help make their blogs look more active.
- **Borrow Authority**
  - Ask authoritative people for feedback or input on a topic in your blog, as they could lend credibility to it.

# Add Interactivity

- Including pictures and video in your blog posts, and breaking up big chunks using bulleted lists makes it easier to consume (and share) your site.

# Participate on Popular Channels to Build Trust & Exposure

- **Community forums** tend to have large traffic streams. Participating in popular discussion forums can help get your name out there.
- Writing **guest articles** for **popular websites** allows you to tap their brand equity, user trust, and traffic stream for free.
- Some bloggers host **blog carnivals** to build exposure and link equity. http://blogcarnival.com
- Leaving **relevant useful comments on related blogs** might lead to that blogger subscribing to your blog, and other people clicking through to your site.
- Get your blog listed in http://www.bahainine.com

# Effective SEO tips

- **Add the keywords of your article in the article's title/headline.**
  - The title of your blog post should have the keywords of your article in it. The blog post title should include ONLY your main keywords. The least amount of words you can place in the title, the more weight Google will give to each of the keywords and the higher you will rank.
- **Add keyword to <h1> header tags**
  - The <h1> header tag should be as far towards the top of the blog post as possible. When Google reads a webpage, it views the text from the top left hand side of the page to the bottom right hand side of the page.

# Effective SEO tips

- **Add <h2> header tags**
  - Next, we'll need to create an <h2> header tag. This can be thought of as a sub heading for our blog post.
  - You should place your 2nd most important keyword in the <h2> header tag. The <h2> tag should be placed somewhere towards the top half of your webpage.
- **Bolding, italicizing and underlining**
  - Once we've finished writing the copy, we should go through and **bold**, underline, or *italicize* some of the keywords only 1 time each, maximum. Only do 1 per keyword or it will hurt you more than it helps. This isn't crucial to do, but it's good to maybe do this to a couple keywords.

# Effective SEO tips

- **Properly include <alt> image tags**
  - Next, click on the very top image of your blog post (This is usually your blog post's header graphic) and include an <alt> image tag using the text “bahai questions header" if you're adding this alt text to your website header graphic. Click on 2 more graphics throughout your blog post and enter your other 2 keywords, plus an extra word like "graphic" or "image"... For example, we would use “bahai questions picture graphic" and “interesting bahai questions image". This ensures that Google won't view this as spam.
- **Force Google To Read Your Keywords First!**
  - Google views your blog posts from top left, to bottom right? Well, in general they do. But because most websites contain a left hand column which contains all of their navigation links. Google WILL view all of the text in the left hand column Before the Body of the webpage.

# Effective SEO tips

- **Include your keywords in the Anchor text of your blog links on other websites**
  - The **anchor text** or **link label** is the visible, clickable text in a hyperlink.
  - The words contained in the Anchor text can determine the ranking that the page will receive by search engines.
  - Anchor text usually gives the user relevant descriptive or contextual information about the content of the link's destination.
  - The anchor text may or may not be related to the actual text of the URL of the link.
    - For example, a hyperlink to the main Wikipedia page might take this form:
      - **<a href="http://www.wikipedia.org">Wikipedia</a>**
      - The anchor text used in this example is "**Wikipedia**".

# Get indexed by Google in less than 3 months!

- **Method #1**
  - Let's say that you have a new blog and you just created it. It's not indexed by any of the search engines. Meaning, the search engines don't know this blog exists yet.
  - All you'll need to do is write 1 article based on the topic of your blog. Because our blog is called http://bahaiquestions.wordpress.com, we'll write an article called, "**10 most asked Baha'i questions**". At the bottom of our article, we'll include a link to our blog (http://bahaiquestions.wordpress.com)

# Get indexed by Google in less than 3 months!

- **Method #1** **(continued)**
  - Once we've done this, we'll visit many of the popular article directories on the web, and we'll simply submit our article to those directories.
  - Once they've added our article AND link to their site, the search engines will visit their website, and then follow all the links on their site. 1 of those links will be a link to our blog, and BAM! We're indexed by the search engines.
  - The more article directories that we submit to, the more links we'll get back to our blog, and the more times that search engines will visit our blog. The more links you get, the quicker you'll get indexed.

# Get indexed by Google in less than 3 months!

- **Method #1** **(continued)**
- Here's a list of the most popular article directories you can submit your blog to...
  - 1. http://www.goarticles.com
  - 2. http://www.ezinearticles.com/
  - 3. http://www.articlecity.com/
  - 4. http://www.certificate.net/wwio/
  - 5. http://www.amazines.com/
  - 6. http://www.articledashboard.com/
  - 7. http://www.article-directory.net/
  - 8. http://www.submityourarticle.com/articles/
  - 9. http://www.magportal.com/
  - 10. http://www.isnare.com/

# Get indexed by Google in less than 3 months!

- 11. http://pubs.acs.org/hotartcl/
- 12. http://www.article-hangout.com/
- 13. http://www.webarticles.com/
- 14. http://www.articlecube.com/
- 15. http://articles4content.com/
- 16. http://www.article-buzz.com/
- 17. http://www.free-articles-zone.com/
- 18. http://www.newarticlesonline.com/
- 19. http://www.articletogo.com/
- 20. http://www.articleworld.net/

# Get indexed by Google in less than 3 months!

- 21. http://www.impactarticles.com/
- 22. http://www.articlealley.com/
- 23. http://www.directorygold.com/
- 24. http://dir.salon.com/
- 25. http://www.articlefever.com/
- 26. http://www.content-articles.com/
- 27. http://www.softwaremarketingresource.com/marketing-article-directory.html
- 28. http://www.niche-article-directory.com/
- 29. http://www.jogena.com/articles/articleform.htm
- 30. http://news.collectors.org/

# Get indexed by Google in less than 3 months!

- 31. http://article-niche.com/
- 32. http://blogtelecast.com
- 33. http://superpublisher.com/
- 34. http://www.articlecentral.com
- 35. http://www.article-directory.net
- 36. http://www.article-emporium.com
- 37. http://www.ebooksnbytes.com
- 38. http://www.ideamarketers.com
- 39. http://www.internethomebusinessarticles.com
- 40. http://www.site-reference.com
- 41. http://www.stickysauce.com

# Get indexed by Google in less than 3 months!

- **Method #2**
  - Go to Google and enter the broadest keyword you can think of that's related to your blog. Once you've done this, you'll see a list of Google results.
  - Browse through each website and pay particular attention to the **Google Page Rank** of the website. (You can know the page rank of a page using Google Toolbar http://toolbar.google.com)
  - So, as you're looking at these top ranked websites for your search term, you should try to find **websites with a Page Rank of 6 or higher**.
  - Once you've found several websites like this, you should search their website for their contact information.
  - Once you find their contact information you should send them an email asking if they will link to your website in return for you linking back to their website. If you do this correctly and professionally, they will respond and will place a link on their website to yours.
    - **If you can manage to get 1 PR6 website to link to your website, you should be indexed by Google in under 3 days.**
    - **If you can get 1 PR7 website to link to you, then, in most cases, you will be in Google's index in under 24 hours!**

# 3 Blogging Tips (Video)

# References


- http://www.bcca.org/bia/
- http://wordpress.com/features/
- http://wordpress.org/support/
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- http://yoast.com/articles/wordpress-seo/
- http://www.blizzardinternet.com/wp-content/uploads/2008/01/seo-for-wordpress-blogs.pdf
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